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Volume 13, Number 11

Serving New Jersey's African-American Communities Since 1983

December 25 - January 7, 1997

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Million Man Coalition to hold dedication ceremony

The Jersey City Million Man March Coalition Inc. invites all Million Man Marchers to the dedication of the "Memorial Tree of Hope" and lighting, on New Year's Eve, at the site located at Clinton and Martin Luther King Drive Near Community Ave.

Activities will begin at 4:00 P.M. with the raising of the flag by our youth of the Community. At 5:30 P.M. The Memorial Tree of Hope will be lit to remind us that we can make a difference if we keep the spirit and light of the Million Man March of October 16th 1995 alive.

Public officials and Community leaders are being invited to attend and participate in this most significant event which is located at the beginning of King Drive which is now in a redevelopment process for the improvement of the quality of life for our citizens.

It is expected that guest choirs will sing, voter registration will take place, and the registration of all Men of the Jersey City Area who participated in the '95 march and those who are now participating in the spirit of that March will take place at the lighting.

Other Million Man Marchers and State Organization Leaders are expected to participate. All are welcome to participate. Call (201) 432-3622 for more information.

Executive who taped
Texaco managers
cooperates with
Prosecutors

WHITE PLAINS, N.Y. (AP)—The Texaco executive who taped meetings with company officials in a battle with the state over a \$1.75 billion oil spill cleanup cost is cooperating with prosecutors and may get the charge against him removed without a trial, according to court papers.

Richard Lundwall, 46, has been engaged in discussions with the government concerning certain issues presented by this case, including the possible disposition of the case without trial, according to court papers filed Monday in U.S. District Court in White Plains.

Lundwall was charged with obstruction of justice last month. Prosecutors originally had a deadline of Wednesday to file an indictment against him, but in the court papers, a federal magistrate gives prosecutors another 30 days to investigate while talks continue.

Lundwall secretly made the tapes, on which he and other executives made racist statements, and Lundwall then gave the recordings to a group using Texaco for discrimination.

One of the contents of the tapes were made public by the plaintiffs. Texaco settled the discrimination lawsuit by agreeing to spend an estimated \$1.75 billion on back pay and future raises for black employees and to set up a task force on diversity training and sensitivity.

Lundwall's motives for making the tapes and then providing them to the plaintiffs was never clear.

New Jersey among
top 10 states for
families

(AP)—The top 10 states for families and marriages, according to the Children's Rights Council and Marriage Savers Institute: 1. Iowa, 2. Minnesota, 3. Utah, 4. Kansas, 5. Wisconsin, 6. Connecticut, 8. North Dakota, 9. Pennsylvania, 10. Montana, New Jersey (tie).



CITY NEWS

50c

HolidayGreetings

From President Bill Clinton

Warm greetings to everyone celebrating Christmas each year during this blessed season, the world pauses to look back across the centuries to the birth of a Child. This Child was born to poor but loving parents in the small town of Bethlehem born into a world where few noticed His coming, except for some simple shepherds and a few wise men. He was the Son of God and the King of Kings, but He chose to come among us as servant and Savior.



Though two thousand years have passed since Jesus first walked the earth, much remains the same. Today's world is still caught up in the challenges and cares of everyday existence, and too often we crowd God out of the background of our experience. Too often we still ignore His loving presence in our lives and the previous gifts of peace and hope that He so freely offers to us all. And today, as on that first Christmas morning, He still reveals himself to the loving, the wise, and the simple of heart.

As we gather with family and friends again this year to celebrate Christmas, let us welcome God wholeheartedly into our daily lives. Let us learn to recognize Him not only in the faces of our loved ones, but also in the faces of those who, like Jesus, are familiar with poverty, hardship, and rejection. And let us be inspired by His example to serve one another with generous hearts and open hands. In this way we uphold the dawn of a new century and a new millennium, confident in God's abundant grace and strengthened by His timeless promise of salvation.

For those who celebrate Kwanzaa, the hearts of millions of men and women across America and around the world rejoice as together we enter into the spirit of this uplifting holiday. The seven principles of Kwanzaa—unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity, and faith—teach us that when we come together to strengthen our families and communities and honor the lessons of the past, we can face the future with joy and optimism. Through prayer, song, and the exchange of gifts, Kwanzaa helps us celebrate the human experience and appreciate our many blessings.

Today, we have a renewed sense of hope in America, a hope based on the idea that our great diversity can unite—not divide—our society. As we rejoice in the rich cultural heritage of the African American community during Kwanzaa, let us work together to ensure that the meaning and energy of this inspiring festival will remain with us throughout the coming year, bringing courage, renewal, and even greater hope for the future.

A Kwanzaa message from
Governor Whitman



Gov. Christine Whitman today signed a proclamation recognizing Dec. 26 to Jan. 1 as Kwanzaa in Trenton.

Kwanzaa is an African American holiday created in the mid 1960s to bring together members of the African American community to celebrate their achievements as well as reaffirm their commitment to strive and maintain unity in the family, the community and the nation. Approximately 48% of African American homes in New Jersey celebrate Kwanzaa.

At this time of year, the lighting of candles is a key part of celebrating many traditions.

Today, we light the first light of Kwanzaa, the African-American holiday that begins next Thursday.

Kwanzaa, although a recent tradition, is one filled with rich symbolism.

For instance, the "ik'ombe" is a cup filled with juice from which every family member drinks in a spirit of unity. And the ears of corn called "muhindi" stand for the children of a household.

And, of course, each of the candles marking the days of Kwanzaa represents a different principle—such as faith, creativity, and purpose.

In a state where we are many faces in one family, I appreciate the development of a new tradition in which family unity plays such a central role.

By another name, Kwanzaa is called "First Fruits." May the new year that marks the end of this celebration bring the fruits of fellowship and achievement and the blessings of unity and love.

BY CLIFF EDWARDS
AP BUSINESS WRITER

OAKLAND, CA. (AP)—Maurice Glass walked down Broadway Street, seeing a thriving part of this city across the bay from San Francisco and now a wasteland of boarded-up windows and empty lots that serve as evidence of the forgotten inner city.

Glass, a retired Oakland resident, didn't get very far before finding something new—a Sears, Roebuck and Co. store, the first this town has seen since the retailer pulled out in 1993.

"It seems like they're investing in the inner cities again," said Glass, a former Sears employee, as he looked at the site and the new store. "I tell you, I know we need them, and they're beginning to realize they need us."

From the major retailer to the regional grocer to automobile and boat dealers, companies are becoming increasingly aware of the value and potential rewards of targeting the minority consumer.

Population statistics, street signs, even an infusion of exotic restaurants,

Gov. Whitman signs
school funding

Governor Whitman signed legislation on Friday, December 20, establishing a new system of school funding for New Jersey's more than 537 school districts.

The bill (S-401A-20), sponsored by Senators Robert Martin (R-Essex/Morris/Passaic) and John Ewing (R-Morris/Somerset) and Assemblymen Gary Stuhlraeger (R-Salem/Cumberland/Closter) and John Rosco (R-Camden), increases state aid to education by nearly \$286 million, the third largest increase in the last twenty-five years. It will be implemented in the 1997-98 school year.

"This is an historic day for New Jersey's school children," said Governor Whitman. "For the first time, we have a state education funding system that gives state aid directly to the achievement of rigorous Core Curriculum Content Standards in seven subject areas at all grade levels. Our goal, for the first time, takes into account what a thorough education really is, determines what needs to be spent to provide it and distributes state education aid in a manner that will be able to achieve those standards."

"I believe we have responded in an appropriate way to the order of the Legislature Supreme Court which was issued in July 1994. We have addressed the court's concern by defining the 'thorough and efficient' education required for all students in our State Constitution, we have devised a funding formula that assures an equal opportunity for all students to achieve the rigorous standards

that define the 'thorough and efficient' education, and we have provided large amounts of state aid to provide educational programs to address the conditions of poverty in our poorest districts. I believe that the court will react favorably to this legislation," Gov. Whitman said.

In a written statement from State NAACP chairwomen, Dr. Elaine Harrington strongly opposes the bill.

"The Supreme Court demanded an 'equal funding' plan for the State. Yes, while quality and equity of academic standards and delivery of instruction are also NAACP's admirable and recognizable goals of a 'good education', the mandate of the Court has remained unresolved."

Dr. Elaine Harrington
President State NAACP

stating "The long struggle to equalize funding in the State of New Jersey is far from over, even if the Governor signs the Legislative School Funding Bill."

"The Supreme Court demanded an 'equal funding' plan for the State. Yes, while quality and equity of academic standards and delivery of instruction are also NAACP's admirable and recognizable goals of a 'good education', the mandate of the Court has remained unresolved. Even the Honorable Governor has admitted

this." Harrington further stated, "The Governor and many advocates of the wealthier districts re-directed the focus, evading the real issue of 'equal funding,'" said Harrington.

"Many of these districts are already in compliance with the bill which emphasizes 'what is taught in New Jersey's schools.' Other districts cannot even begin to reach this goal with dysfunctional, unattractive, and outdated facilities, the absence of libraries and other resources, and little, if any access to the technology of the century. Equal funding is the major component in the equalization process. How can we assess the quality of education in this state with so many noticed disparities? Equal funding, with accountability, is the humane step in the right direction."

the new school funding law also provides more than 2 billion dollars in state aid to the state's 28 poorest school districts as described in the Albany Star-Bulletin, nearly half of the \$4.3 billion in education aid that will be provided for the entire state.

In addition, the new law creates several new programs that are designed to ameliorate the effects of poverty on New Jersey's poorest children.

Core Curriculum Standards Aid will provide urban districts with funds to improve their educational programs to enable them to meet the new Core Curriculum Content Standards. Early Childhood Aid in the amount of \$28 million will guarantee preschool and full-day kinder-

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Kwanzaa way to build community businesses

By Sharon Khadijah Vincent

While we are out shopping, spending more money than we need to (or in some cases have), let's not forget to support businesses and stores in our own community that offer good services and quality products. Very often, the reasons given behind the failure for people to buy and shop in their local communities and neighborhoods with service, higher prices and inferior products, limited stock, etc., are negative stereotypes and barriers hard to break down.

Unfortunately, many people want to generalize and unfairly character-

ize all of our businesses in a negative light. They haven't visited a store in their local community and therefore don't have a legitimate reason to complain. In fact, they help to perpetuate all of the stereotypes and myths that have been used to discourage people from supporting businesses in their communities. You have to seek out and visit the stores and businesses, then, base your decisions on your experiences with them. You can then make a determination as to whether or not you wish to patronize them again.

Our businesses must be given a chance. Of course, small businesses

are always at a disadvantage when it comes to competing with large stores in terms of pricing. The large stores and chains buy in larger quantities and therefore get better wholesale rates. We all want to get the best bargains. That's why, in most cases, other factors have to be considered in determining which stores you will spend your money in. That's where you have to actively utilize and use the Nguzo Saba (Seven Principles).

If we are to use the Nguzo Saba (Seven Principles) as the Afrocentric values and principles that are offered by Maulana Karenga, then we should seek to patronize our own businesses as a way of building up our community. The principle of Nia (Purpose) states that: "To make our collective vocation the building and developing of our community in order to restore our people to their traditional greatness." One of the most important ways we can develop our community is to help build and support our businesses. We have enormous economic and purchasing power. We just don't use it effectively. If we employ the principle of Ujamaa (Cooperative Economics) year round, we can empower ourselves and change our current situation around.

The principle of Ujamaa states: "To build and maintain our own stores, shops and other businesses and to profit from them together." We are among the most creative, talented, innovative and enduring people on the face of the planet. We shouldn't have to rely on other people outside of our community to build and maintain stores and businesses, we should and must utilize the same practices.

Ironically, not only do various groups pool their resources, they get a chain of stores going, and before you know it, all the stores in the neighborhood and surrounding areas are owned and operated by the same group of people. They offer the sameologies. They hire their own customers, nephews, nieces, cousins, friends, etc. to work in them, keeping that

And minorities generally tend to be more brand-loyal, which would benefit businesses that move quickly to embrace them, said Ken Smikle, president and editor of Target Market News, a Chicago-based company that tracks black consumer marketing and media.

"For those companies who court black consumers with advertising and special acknowledgment, that rare recognition always pays off in long-term patronage," Smikle said.

Many companies in recent years have gotten savvy about so-called niche marketing. J.C. Penney, Spiegel, Avon, Hanes and others now have products and catalogs tailored specifically to minority shoppers. Automobile, boat and food companies have begun advertising on predominantly black stations and banks are teaming with supermarket chains to open branches in inner-city neighborhoods where both once refused to tread.

Not only are companies coming

Businesses Renew Efforts to
Harness Minority Dollars

point to the fact that the typical American can no longer be considered wealthy and prosperous. The melting pot is constantly simmering, and companies are increasingly scrambling to get their share of the stew.

Some say it's about time. "There was a sense of abandonment when Sears and other retailers pulled out," said Oakland Mayor Eliliu Harris, who attended the new store's opening on Nov. 2.

"You can see from the crowds here that they've been looking for this, and I think it shows there is a real underserved retail market. I would think that logic alone would dictate that you come and service that market and reap the profits that come with it," he said.

Sears opened seven new stores in that same day in the San Francisco and Los Angeles areas, complementing a return to the inner cities that includes recent store openings in the New York City borough of Queens and in San Antonio, Texas.

Like other companies, Sears is finding the money is there for the

taking. The nation's black and Hispanic populations are becoming more affluent, recent studies found, with a combined spending this year of about \$610 billion that outpaces white spending in such areas as cars, children's clothing and perishable foods.

The increased buying power is expected to become more pronounced in coming years as those minority segments, which typically produce larger families, grow at a faster clip than the general population.

Now, companies are looking anew at markets where they once said they couldn't make any money. While the trend is attributed in part to falling real estate prices that make doing business in inner cities more attractive, there's more to it than that.

Downtown has been left behind by a lot of people, in fact, left behind by us," said Sears chairman Arthur C. Martinez. "Our approach is, as we look at the growing multicultural, multiethnic character of America, we want to do business with those customers. They've got just as much buying power as whites in suburbia."

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Religion Civil Rights

NATION

President's National Security choices send ominous signal

By John William Templeton

The announcement of President Clinton's new national security team is an ominous sign for African Americans wanting to see if their support of the incumbent would be reflected in his personnel and policy choices. Except for Republican Sen. William Cohen of Maine, Clinton chose to retain holdovers who have embraced policies that have viewed American interest as an expression of 1890s-style white supremacy instead of adjusting to the emerging interests of developing countries, particularly in Africa and the Caribbean. If memory serves us correctly, the Republicans were attempting to kick Clinton out of the White House and most African Americans who voted supported Clinton's re-election.

Yet Clinton has either caved to the prospect of a 55-member Republican Senate, or the president is continuing his election campaign style of running as a Republican lie. So African Americans like Donald McHenry,

William Clay, Andrew Young, Jesse Jackson, Togo West, Clifford Alexander, J. Bruce Llewellyn, Julius Becton and Colin Powell—with solid diplomatic and national security credentials ranging from service at the United Nations to pulling off an Olympic Games or running a war—were never even considered for a job.

The argument that African Americans have to wait their turn to make a difference in foreign policy should have been laid to rest by the stellar impact of Commerce Secretary Ron Brown, who filled in the vacuum at the State Department with commercial diplomacy. If Madeleine Albright is confirmed, she will be the second Secretary of State (after Henry Kissinger) not even born in this country. A more compelling argument is that the racism in the U.S. foreign policy establishment requires a thorough house-cleaning. A suit by Black employees of the U.S. State Department remains unsettled after 10 years, including four years of the Clinton administration.

The percentage of Black Foreign Service officers has actually declined during that period. Looming over the entire foreign policy and intelligence apparatus is the ugly spectre of the potential involvement/connivance of U.S. officials in the drug trade, not only from Nicaragua but also from East Asia. Mere days after addressing African-American residents of south central Los Angeles, angered by the CIA-crack revelations from the San Jose Mercury News, Clinton sacked CIA director John Deutch, who had promised a thorough investigation.

Although most Los Angeles didn't believe Deutch, his departure raises even more eyebrows.

The policies of the last administration that cause concern include:

* The impact of free trade initiatives on the Caribbean.

* Tightening the blockade on Cuba, the nation whose soldiers made the end of apartheid possible.

* Strong-arm tactics to force out the first African secretary-general of the United Nations.

* Neglect of the African continent by top policy-makers until there is a crisis.

* Restrictions on travel for Minister Louis Farrakhan and other outspoken African Americans.

Just as the appointments were announced, news came that oil would be shipped from Iraq in order to meet humanitarian needs. These were the same needs that Minister Farrakhan spoke of during his controversial tour of Africa and the Middle East.

The president of attempting to prescribe the views and travels of a religious leader is an unsettling one, that should concern even those who might disagree with particular positions. There was no such proscription on the 50 international oil companies who lined up to bid for Iraqi crude.

A lack of diversity in national security circles means that such con-

traditions are not pointed out and that the voice for the voiceless is not heard. For national security issues and African Americans, the trend is backwards.

From roles of national security advisor, and chairman of the Joint Chiefs of Staff held by Gen. Colin Powell during the Reagan and Bush administrations to Clinton's initial appointment of Dr. Clifton Wharton, a second generation diplomat, as Deputy Secretary of State, these choices return us to near-invisibility, save for the presence of Rep. Ron Dellums as ranking Democrat on the National Security Committee of the House of Representatives. His name should have come up before Sen. Cohen's for the Secretary of Defense slot.

With jobs such as Treasury Secretary, Attorney General and the Federal Reserve chairmanship already filled, the declining African Americans in the cabinet will be further shunted into less prestigious posts.

The lack of imagination makes us wonder about such jobs as assistant attorney general for Civil Rights. Will Clinton try to find a Republican for that slot who can win nomination by the Senate?

We should resist the temptation to relax in our advocacy behind such organizations as TransAfrica and the Constituency for Africa. The domestic policy implications of a warped national security establishment include shutting off access between African Americans and the opportunities created by privatization and restructuring in Africa and the Caribbean. We should never take those ties for granted, even with South Africa.

Increasingly our fates are intertwined in the global economy. Although the Ronald Brown era has been put to rest by the Clinton choices, we can still pick up his torch and carry it forward.

READ CITY NEWS
New Jersey's #1 African American
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School Funding Bill passed

Continued from page 1

garden to children in districts with high concentrations of disadvantaged pupils. Demonstrably Effective Program Aid in the amount of \$175 million will be provided to address the special needs of children attending schools with the highest levels of poverty and will fund programs proven to get positive educational results. More than \$50 million dollars will be provided to all school districts to create a statewide Distance Learning Network via technology that will enable students in one district to take courses offered in other districts and will provide unlimited access to information and ideas for all of our students.

Poor urban school children will benefit greatly from this new law, as the court intended," said Commissioner of Education Leo Klagholz. "We have earmarked significant resources for the poorest districts in the state and have, for the first time in history, put in place systems that will guarantee that these resources are focused on education and are used wisely."

"This funding legislation is not focused only on poor districts," said Commissioner Klagholz. "Because it is based on the new rigorous Core Curriculum Content Standards, it will assure that all students in all districts will have the opportunity to achieve at the highest levels."

The new funding law also contains a program designed to keep tax

rates low in middle wealth communities. This provision will provide more than \$10 million in aid to 55 communities in 17 counties. Also, included in the new law is a program that rewards school districts for academic achievement and for improving their academic performance.

"The new funding law is only the first step," said Governor Whitman. "We now have to implement our law and make sure that every child in our state is meeting the Core Curriculum Content Standards. I take pride in the fact that we have finally been able to succeed where other administrations have failed—that we are providing all of the children of New Jersey the high quality education the Constitution guarantees."

Harrington said the NAACP denounces the State's evading posture and stirring around the real issue of equal funding. "Clearly, the issue has been substituted with equal academic standards. No solution to the unknown. For a state that has postured T&E for years, there is an official admission that even T&E does not even exist in the State."

"As State President of NJ NAACP, I am authorizing the State NAACP Education Chairperson and officials to review the terms and provision of the newly approved bill. If bill does not answer the question of the Supreme Court's equalized funding mandate, NAACP will no choice but to pursue further legal avenues," said Harrington.

Black doctors battle to participate in HMOs

Prudential, Blue Cross, AFL-CIO want power to select

LITTLE ROCK (AP)—Three black doctors have asked to enter a legal battle over Arkansas' health insurance law, saying they could face discrimination if health insurers are successful in overturning new requirements.

The doctors, all from Pine Bluff, oppose an insurance industry lawsuit that would toss out a state law requiring health maintenance organizations to accept any qualified health-care provider.

Insurance companies contend the state's Patient Protection Act would destroy the managed-care structure and drive up costs.

But in motions filed Monday in federal court, the doctors said that if the law is struck down, black doctors "stand to be deprived of rights to equal protection and equal treatment."

The physicians, Martha Flowers, James Trice and Horace Johnson asked to intervene as representatives of Arkansas' black doctors in the insurance companies' two lawsuits.

U.S. District Judge James M. Moody, who heard arguments in October, has not ruled.

Shortly after the hearing, the medical society for black doctors in Arkansas voted to intervene in the case. Attorney O. Jerome Green of Little Rock filed the motion on behalf of the three physicians.

The law was approved by the state Legislature last year but never took effect.

Arkansas Blue Cross and Blue Shield used less than a month before the July 28, 1995, effective date. Joining Blue Cross as a plaintiff was a subsidiary, USABLE Corp.

Four weeks later, The Prudential Insurance Company of America and five other plaintiffs filed another challenge to the law, joining the insurance companies in the lawsuit are the Arkansas AFL-CIO, Tyson Foods and United Paperworkers International Union.

Named as defendants in the lawsuits were health-care providers seeking to join managed-care plans administered by the insurance companies. The state of Arkansas was dismissed as a defendant in the Prudential suit, but later rejoined the case as an intervenor.

Managed-care plans attempt to cut medical costs by requiring patients to choose their primary-care doctor from an approved list. The doctor is then responsible for deciding whether a patient needs treatment from a specialist.

Arkansas' law requires all managed-care companies to accept 20 types of providers, including surgeons, chiropractors and home health-care agencies, if they meet qualifications and agree to contract terms.

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EDITORIAL

Governor's Education Plan

Is she serious about educating children of color?

Given the many challenges before us this season, it would be easy to focus on the problems of life, however, when you look at the miracle of life and our many blessings as Americans, it is better that we give thanks and focus on the spirit of the season. We wish all of our reader a great holiday season. Merry Christmas! Happy New Year!

As of last Friday the Governor and State Legislators, through passage of the school funding plan, are claiming that they are giving the poorest districts in the State a great Christmas present. According to the Governor she promised all children that they would be taught the knowledge and skills they need to reach their full potential. In fact the message is that finally, the poorer districts are getting the funds needed to create a system equal to wealthier districts and they can deliver a world class education.

We are concerned that the new bill does not take into consideration that the poorest district may need to spend significantly more than average to raise their children to meet the world class core curriculum proposed. The plan conceptually suggests that all the districts are starting from a level playing field. Pegging standards on the core curriculum and saying the presents of the core curriculum will create a world class achievement is great for headlines but it takes the focus off of the fact that children in poor districts are not achieving the basic standards. To require urban school graduate to master a foreign language is without question desirable. However, under the Whitman plan, will urban schools be required to create the infrastructure in the elementary grades to guarantee that urban children master communications (language) which would include performance in reading, writing, and mathematics. While the cornerstone for the plan is the core curriculum, little is indicated about the instructional delivery system. The instructional delivery system is the key variable that will drive achievement.

The Whitman education plan could simulate real change and achievement in poor districts or it could become one of the biggest hoaxes on American children. The seriousness of the commitment to educate children of color is at the heart of this debate and this issue. We encourage Governor Whitman, to create a commission to study the most effective and efficient ways to create high achieving children who attend school in poor districts.

Kwanzaa And Economics

By Dr. Conrad W. Worrill
Special to the NNPA

Kwanzaa is an African-American celebration based on African agricultural celebrations and collective principles. It was created by Dr. Maulana Karenga in 1966 and lasts seven days from Dec. 26 to Jan. 1. This year marks the 30th anniversary of Kwanzaa.

Dr. Karenga created Kwanzaa to introduce new values to African-American people. These values are called the Nguzo Saba or the seven principles of Blackness which Dr. Karenga says "if practiced would give them (us) a set of priorities and commitments which would finance their (our) human possibilities and lead to their (our) liberation and a higher level of human life."

The U.S. economy is suffering from the centuries-long brutal exploitation of the world's resources and its people by white supremacists.

But this time in U.S. history demands that African-American people place a greater degree of emphasis on our collective economic salvation. Once again, the old truth that, "Black people are the last hired and the first fired" is surfacing throughout the major employment centers in this country.

Given this economic crisis, the Kwanzaa season helps us place the question of economics on the agenda of our struggle. The Division of our economic slave condition must continue to be a major challenge as we enter the 21st century.

It cannot be stated often enough that we are far too dependent on Europeans and Asians for food, clothing and shelter.

The principle we commemorate during the Kwanzaa season that speaks to this issue is Ujamaa (cooperative economics). This principle encourages African American people "to build and maintain our own stores, shops, and other businesses and to profit from them together."

CITY NEWS

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In this regard, it is important, once again, to reiterate Malcolm X's economic philosophy of Black nationalism. He said "we must be re-educated to the importance of controlling the economy in which we live by owning and operating the businesses in the economy we live in and developing some industry that will employ our people so we won't have to beg, borrow and picket other people in other communities to get a job. We must understand the importance of spending money in the community in which we live."

"The neighborhoods in which you spend your money become richer and richer and the neighborhoods in which the money is taken out of becomes poorer and poorer. This creates slums—all the wealth leaves," he said. Finally, speaking about the economic philosophy of Black nationalism, Malcolm pointed out that, "Even when we try to spend money on our own community we don't. Business is controlled by outsiders who don't live in the community because we don't know the importance of owning and operating businesses ourselves. So money leaves the community in a basket at sundown. We must control our own economy."

One important activity African-American people should practice during the Kwanzaa season is practicing the principle of Ujamaa, or community with each other, and continuing this practice throughout the year.

In next to last chapter of Dr. Chanceller Williams classic book, *The Destruction of Black Civilization*, he addresses the issue of "Organizing A Race For Action."

Dr. Williams explains that this organizing should have as a major component "The Division of Economic Planning and Development."

He explains that, "The Division of Economic Planning and Development should be the foundation of the organized efforts and a principal source of support and promotion of the most important activities of the whole."

"A guiding principle should be that the community should be organized so that it can be controlled by the people of the community and that each enterprise be highly trained management and competent service personnel."

Dr. Williams also makes this observation, "The second great understanding should be that economic activities are so fundamental in any truly upward movement, so clearly indispensable at this stage in history, that it should be unnecessary to state it even."

If we are ever to become a free and independent people, we must organize the race for action. The Kwanzaa season is a good place to start.

Dr. Worrill is the National Chairman of the National Black United Front (NBUF), 700 E. Oakwood Blvd., Chicago, IL 60635.

THE SCOOP:

By Janice Malone

The Coming Race War In America: A Wake Up Call by Carl Rowan is a must-read book for all races. In his usual to-the-point style, Rowan names and pinpoints issues that are tearing this country apart. He lambastes specific individuals in media, academics, and government, whom he cites as instigators and promoters of racial hatred. Rowan says the signs of a coming race war are everywhere, he says, but he does offer some hope.

SCOOOP: SHOULD PEOPLE BE AFRAID TO READ THIS BOOK?
Rowan: Not unless you're all afraid of the facts. But people of all races should be worried about what's going on in this country. There are a lot of Americans in denial about all this.

SCOOOP: ARE BLACK PEOPLE ALSO IN DENIAL?

Rowan: Yes. There are those of us who have our heads in the sand. There are also a lot of white Americans who don't want to believe that race is still a big problem in this country. I don't know where they've been. They woke up a little bit with the Texas scandal, however, they still seem to believe we're just short of being a color-blind society which is absurd.

SCOOOP: DID THE TEXAS CONTROVERSY SURPRISE YOU?

Rowan: Not at all. That kind of thing goes on all the time in corporations all over America nearly every day. The Texas guys just happened to get caught with a tape recorder that day.

SCOOOP: DOES CORPORATE AMERICA ONLY UNDERSTAND WHEN WE DON'T SPEND MONEY WITH THEM?

Rowan: No, they understand a few other things. In the era of Dr. Martin Luther King they understood violence and burning buildings. That's what they used to do. They thought to try and see that these things wouldn't happen again. The Kerner Commission came along to try and see how we could bring the two Americas together, one white and one Black.

Part I

By Earl Ofari Hutchinson, Ph.D.
Special to the NNPA

"Hire yourself a cheerful colored boy, the bigger and darker the better."

This is what the Texas Oil Co. in a marketing pamphlet in the 1940s told its service station clerks. It urged them to send him around town with white overalls and the station name on his back. A half century later the Texas Co. had a new name, Texaco Oil Company, but to many Black employees called them Jimintina, Orangutans, and porch monkeys, and told crude racist jokes.

In 1994 they said. It took national embarrassment over a tape in which Texaco officials purportedly used racial epithets, a boycott threat, calls for a divestment campaign, and jitters over a monetary stock wipe out, for Texaco to quickly settle the lawsuit and solemnly pledge to mend its racist ways.

But before public outrage shamed Texaco into talking action, it routinely issued flowery press releases, brochures, assorted hand-outs and annual stockholder reports boasting of its commitment to diversity. It appeared to be in compliance with Federal Equal Opportunity guidelines, had a well established program for hiring, training, and promotions of minorities, had Black faces in visible corporate management positions, and a few name Blacks that attended corporate board meetings. Many major corporations do the same. To all outward appearances, they have pretty much escaped racial discrimination from the corporate suites.

Well, they haven't. In 1994 there were fewer than a half-dozen Black CEOs at the Fortune 100 corporations. Some 97 percent of senior managers were white males. Black managers made up only 5.2 percent of the total managerial positions for all races, and were paid

Unfortunately, after the flames died down and the smoke cleared, people went back to what they'd been doing before.

SCOOOP: WILL THE RE-ELECTION OF PRESIDENT CLINTON DETER OR ENCOURAGE THE COMING RACE WAR THAT YOU WRITE ABOUT?

Rowan: Well, I don't know exactly. But I would hope that it would help discourage it. The problem is, that during his first term, Bill Clinton was mostly an opportunist. Now that he has a chance to make his place in history, we'll find out how he'll choose to make it. We'll just see if he chooses to be a civil rights type president, a president who's strongly and forcefully for racial justice or whether he's going to continue to cut the corners and cater to what he thinks are the political winds.

SCOOOP: WHAT DO YOU THINK WILL FINALLY WAKE OUR PEOPLE UP? OR ARE MOST OF US DOORMATTED?

Rowan: We're a very confused people in many respects. There is some reason for disillusionment. It is very clear that the nice dream world some people thought might be here, myself among them, is really here. Since the Brown vs. The Board of Education case was voted by the Supreme Court in 1954, it looks as if it's just going to happen. The result is that many Blacks are disappointed for spiritual again. They're throwing out all kinds of notions about 'let us have a couple of states of our own and we'll leave you white folks alone.' And there will be no problems if Blacks would just spend all their money only with Blacks' etc. etc. But these kind of notions won't work because the problem is far more complex than that. I don't know how to solve it, but the confusion can be wiped away simply. I don't think it because there are too many people who find it profitable to keep this kind of confusion alive.

Set for 12:30 PM IN THE MIDDLE OF THE O.J. SIMPSON CIVIL CASE, WHAT ARE YOUR THOUGHTS ABOUT IT?
Rowan: The O.J. Simpson case is the most divisive one I've ever seen in my lifetime. It has all the hot button issues. Black man married to white woman; spousal abuse; Black man with a little money buys justice the

way rich white people have done for years and on and on. So all of these things and more coalesced and fanned some pretty big flames. Even if O.J. is found not guilty in this case, whites still will not accept that either. They'll say it was a technicality or that he got off because he could hire the best lawyers again. This civil trial will not heal the racial breach within America, no matter what the decision will be. It's a tragedy because damn near everybody connected with that trial can make a bunch of money, except O.J.

SCOOOP: HOW LONG DO YOU THINK WE HAVE BEFORE THIS RACE WAR THAT YOU WRITE OF HIT?

Rowan: Well I don't know exactly. It could come in one big explosion. A few weeks ago I was listening to my short-wave radio when I heard a white insider say, "we'll have the race war going in six months by assassinating 10 or 12 Black leaders..." Well, if they would make good on a threat like that, we'll get it fast and big race war. So that should be a wake up call.

SCOOOP: THERE ARE SOME BLACKS WHO HAVE REFERRED TO YOU AS BEING PART OF THE SO-CALLED 'ESTABLISHMENT.' HOW DO YOU FEEL ABOUT THAT?

Rowan: Well there lots of nutty Blacks out here too. I recently took an interest in the so-called self-hatred to assume that any Black person who achieves success in the so-called establishment is a sell out. There are plenty of Black people who have reached middle-class heights and haven't sold out—such as Colin Powell. During the presidential election, he refused to walk away from the affirmative action issue, even though he supported Bob Dole was on the Internet recently and there were plenty of people on the web trying their hardest to get me to denounce Colin Powell and I won't do that.

But all this is just part of a sickness among some Blacks that I'm used to dealing with. **SCOOOP: DID THE ALLEGATIONS OF THE CIA SPREADING CRACK INTO THE BLACK COMMUNITY SURPRISE YOU?**

Rowan: Not at all. Way back during the Contra hearings there were references in the testimony in the

Oliver North notes about alleged drug sales and so forth, which made me suspicious then. And then I think about how at the time, certain airplanes on farm airlines, created by the CIA, left the U.S. with illicit weapons for the Contras and came back full of drugs. Those planes were never inspected by our customs people because certain people had the authority to let the customs people to stand down. So when all this information came out, I wasn't surprised. I can't say exactly if there was an intentional conspiracy for the drugs to be spread in the Black community. But there is plenty of evidence that there were many top officials who turned their heads and a blind eye, to what was really going on.

SCOOOP: IS THERE ANYTHING THAT CAN BE DONE TO DIVERT THE COMING RACE WAR YOU PREDICT?

Rowan: Yes. To begin with, we must enforce the law and take the illegal weapons away from the 800 paranoid militant groups that are running around the country making threats to kill Black leaders. We're going to have to take some drastic steps to ensure that our police forces advance as fast in their enforcement of the law when it comes to other races. That will definitely mean overriding some seniority that some whites have gained unfairly. We must also walk away from the "hate the poor" syndrome. The so-called underclass of society must also be given a break. They can't be left behind. There are people in this group of all races—including white. They must be given hope that they're also a great part of this society.

SCOOOP: HOW ARE WE GOING TO DO SOME OF THESE THINGS WHEN IN MANY CASES THE TOP LEVEL LAWMAKERS AND OFFICIALS ARE ALSO CO-RUP?

Rowan: That does make it all very difficult. There's much political advantage to preaching hatred of the poor. How do you override that? We've got to have some people who've been silent, to start speaking up. People, Black and white, from churches, educators, and year after year citizens should all make it known that they will no longer fall for this kind of bigotry and demagoguery.

Corporate Apartheid

less than their white counterparts. During the 1990-91 recession, the share of profits Blacks held at major corporations dropped for the first time in nine years. The current estimate is that overt racial discrimination reduces the nation's Gross Domestic Product by \$24.1 billion.

Many Blacks, however, have managed to keep their jobs and some have even gained promotions in corporate America. They are not barred or discouraged from participating in corporate social functions. Some Blacks included in their company's discussions of important business decisions. Some even join the country clubs where much of America's corporate business is discussed and deal making is done. Few corporate officials fan the flames of racial hostility by telling whites they can't hire them because they must hire a less qualified woman or a minority. Many corporations don't repeat the tired line that they "can't find a qualified Black" and have active minority recruiting programs.

But before public outrage shamed Blacks, they were still regarded by their corporate peers as pariahs. Many corporate managers and employees cling to subtle racist stereotypes and assumptions about Blacks. These stereotypes are reinforced by an insular corporate culture deeply resistant to change, and are played out beneath the surface within corporations. Many managers are held to a different standard of accountability than whites and must constantly prove they can be team players.

Many Blacks discover that departmental divisions within the company are not heavy with Black employees and managers while others are virtually all-white. Corporate managers get away with this by employing a sophisticated tracking sys-

tem in which they early on identify certain individuals as "sharp," a "go getter," a "good company person," and put them on the fast track up the corporate ladder. Blacks burden with loads of racial baggage are seldom tipped that way.

Years later many still find themselves stuck in the same dead-end positions, or stacked into the corporate ghetto jobs or positions such as director, VP, or manager of community relations, or equal employment opportunity or human resources, or assigned to oversee special markets (i.e. Black). They are effectively screened from the internal flow of vital data, information, and decision making. This is critical to corporate advancement.

Many corporate officials remind Blacks to look at how high they've climbed in the corporate world. But at the same time the invisible racial barriers to Black advancement remain in corporate boardrooms and departments many Blacks will continue to feel that they are still treated like the Texas Co.'s colored boy with a billboard.

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YOUTHBEAT

Kids Kalendar

THROUGH DECEMBER 27

WOODBRIDGE—The Barron Arts Center is hosting an extensive exhibit of model trains, entitled "Trains, Trolleys and Trucks." The large display of over 300 feet of track will include a holiday theme, and Santa and Mrs. Claus pumping a hand car. For more info call 908-624-0413.

SATURDAY, DECEMBER 28

Plainfield Public Library will host a storytime with Jan Sadek for more information call 908-757-1111.

THROUGH DECEMBER 31

PLAINFIELD—The Plainfield Public Library will hold a Teddy Bear Exhibit during regular library hours. For more info call 908-757-1111.

JANUARY 11 THROUGH FEB. 1

Beauty and the Beast will be performed at the Forum Theatre in Metuchen. For more information call 908-448-0582.

SUNDAY, JANUARY 12

Winnie the Pooh will be performing a delightful tale of friendship, loyalty, and good snacking at the State Theatre in New Brunswick. For more information call 908-246-7469.

FRIDAY, JANUARY 17

Monmouth County Park System has scheduled auditions for "Kids Karabaré," a musical theatre production workshop. The auditions open to youngsters ages 10 to 17, will be held at the Tatum Park Red Hill Activity Center, Red Hill, Middletown. For more information call 908-892-4000.

APRIL 10, 11, 12 AND 13

West side story will be performing at the Linden high school Auditorium. Jill Durbin of Plainfield directs. Barbara Jude Greco choreographs and vocal music directed by Tom Padua. For more information call 908-925-9068.

"Can You Spell...Winner"
THE 1996 Just For Me
Spelling Bee is Airing on BET.

PRO-LINE, the maker of Just For Me (the top selling children's relaxer system), is proud to announce the national winners of the 1996 Just For Me Spelling Bee.

Forty-six contestants from 16 markets throughout the United States recently gathered in Washington, D.C., to compete in the first annual Just For Me Spelling Bee Finals. The Just For Me Spelling Bee Finals are scheduled to begin airing on Black Entertainment Television (BET) this month. The students ranged in age from six to fourteen. As we stressed repeatedly to the children, they are all winners because they tried their best. However, nine children went home with the titles.

The Grand Prize Winners are Sopina Jamison of Memphis, Tenn.; Ashley Pearson of Houston, Texas; and Dorianca Walker and Adrienne Thomas of Houston, Texas. Sopina Jamison and Dorianca Walker tied for first place after competing for nearly two hours and completing the entire word list.

In addition to a trip for two to the Nation's Capital, a three night stay at a four-star hotel and appearing on BET, grand prize winners received \$2,500 in cash, a computer system, and much more.

Due to a tie for first place in the 12-14 age group, there were only two second place national winners. Both of these contestants, Dana Austin of Cincinnati, Ohio and Tiffany Jordan of Memphis, Tenn., took home \$500 in cash, a Franklin Electronic Spelling Dictionary & Thesaurus, and a lifetime of memories.

One young man placed at the national level, Joseph Leveston of Lynwood, Calif. The other two children holding the third place titles are Miguel Davis of Dallas, Texas, and Miroslav Jimenez of Miami Beach, Fla. All three of the third place winners won \$250 in cash, a Franklin Electronic Dictionary and a whole lot more.

The contestants had fun while expanding their vocabulary and learning to cope with the highs and lows of competition. Thanks to the sponsors and Historical Black Colleges and Universities (HBCU's), we were able to show them that education is definitely rewarding.

The 1996 Just For Me Spelling Bee Finals were sponsored by the PRO-LINE Hair Care Corporation, Church's Chicken, BET, Greyhound, the National Alliance of Black School Educators (NABSE), and YES Magazine.

BLOOMFIELD COLLEGE STUDENTS LEARN ABOUT THE WORLD OF DIPLOMACY



Bloomfield, NJ -- When an unexpected scheduling conflict recently prevented Barbados' Ambassador to the United States, the Honorable Courtney Blackman, from keeping his appointment to visit Bloomfield College, his wife Mrs. Gloria Blackman made the trip alone, and graciously represented the Ambassador and Barbados in the so often does.

Mrs. Blackman spent the afternoon with more than 25 Bloomfield College students, many of whom hall from Barbados, enjoying a luncheon reception given in her honor as well as a tour of the campus and a stop at the College Art Gallery. Mrs. Blackman described her experiences in the world of diplomacy and eagerly learned more about Bloomfield College, impressed with the College's mission to prepare students to junction at the peak of their potential in a multicultural, multicultural society.

Her husband, Dr. Blackman, has served as Barbados Ambassador to

the U.S. and its Permanent Representative to the Organization of American States since January 1995. A world-class economist and a leading authority on central banking in developing countries, Dr. Blackman has worked on Wall Street, taught Management as an Associate Professor at Hofstra University in Long Island, NY, served as Director of several corporations and financial institutions including the Bank of Antigua, a subsidiary of Stanford Financial Services; and worked as an international business consultant, with clients including several governments, central banks, and international corporations. He was awarded Barbados' Gold Crown of Merit and an honorary doctorate by Hofstra University for services to the Central Bank of Barbados.

Gloria Blackman was born on the island of Jamaica and graduated from the University College of the West Indies with a bachelor's degree in French, French, and English. In 1964 she mi-

grated to the United States with her husband and two small sons. In 1971, she earned her M.Sc. Education (Child Study & Adjustment) from the City College of New York.

Mrs. Blackman discussed her own work as a French teacher and a Teacher Trainer and as Administrative Assistant to her husband in his capacity as an International Business Consultant. She spoke about her three adult sons and engaged students in a lively dialogue about their experiences at Bloomfield College and their academic and personal goals. The students described their impressions when they arrived in the United States from the Dominican Republic, Gambia, Haiti, Jamaica, Puerto Rico, and St. Croix. For those born in this country, they talked about visiting the birthplace of their parents and grandparents. Discussions moved from the students' cultural heritage to careers to social life.

Faye and Fawn Coward of Montclair, twin sisters from Barbados, were impressed with Mrs. Blackman's genuine interest in the students. "She listened intently to our stories and seemed to enjoy what we had to say," observed Faye.

Several students inquired about women's rights in Barbados and the Caribbean, and Mrs. Blackman responded favorably. "Women today have greater opportunities to pursue a wide range of professions, particularly in government," she said.

The College extended a visit to Ambassador and Mrs. Blackman as part of its ongoing effort to expose students to leaders in government, business, the arts and community affairs. Bloomfield College Trustee Ruth Peretti of Montclair introduced the Blackmans to College President John F. Noonan and later hosted a dinner in their honor.

"Having someone of Mrs. Blackman's stature visit the campus was quite a thrill for our students," said Neville Gittens, Director of Mentoring at Bloomfield College, who was born in Barbados. "This kind of learning experience enriches their education and expands their horizons," he concluded.

Unclaimed Scholarship Available to help Students

With election year politics and promises over federal student grant approvals, direct government student loans, tax credits and changes in college financial aid guidelines, many students are finding it difficult to identify and understand their financial aid options. Unfortunately, many students are missing out on receiving financial assistance that is available to them.

Students taking the traditional path of relying on federal, state and institutional financial aid and loans are becoming frustrated as they discover they can't afford to pay the increasing dollars they are asked to contribute each year. These extra payments are straining family budgets and assets as many families try to fund schooling through burdensome debt.

Yet, unknown to many people, there are over 375,000 non-govern-

ment scholarship and grant sources available which do not have to be paid back. More than 80% of these scholarships do not depend on family need or exceptional grades but are awarded based on factors such as the student's interests, hobbies, academic focus, age, heritage or parent's work or military service.

Remarkably, according to the National Commission on Student Financial Aid, over \$6 billion of assistance goes uncollected each year simply because students are not aware of it and do not apply for it. Now, through the resources of the National Academic Funding Advisory (NAFA), an updated publication for 1996 is available which spells out academic funding guidelines, steps students through the maze of the financial aid process and shows what's needed to secure scholarship assistance.

Children can star in online Kwanzaa story free on the internet WWW.searsportrait.com

St. Louis, MO, December 17, 1996 - Children can make themselves the main character in a "Kwanzaa Celebration" story along with their brothers and sisters, friends and relatives as part of the special holiday series of "Story Creations," FREE on the Internet, courtesy of Sears Portrait Studios.

The original "Story Creations" series enables kids to change the names of the characters and details of the story as fast as they change their minds just by entering new information. Stories may be read from the screen or printed out and saved. There is no registration nor e-mail address requirement. Compared to create-a-book kiosks found in regional shopping malls, the "Story Creations" series is free and ready in a few seconds with access to the Internet.

In addition to the Kwanzaa story,

kids still have time to get a personalized "Letter From Santa." Santa replies in seconds with a personal, customized letter to anyone who tells him what they want for Christmas.

The Sears Portrait Studios' "Story Creations" page currently features seven original, professionally written, hand-illustrated stories. In addition to the holiday series, the collection also features three timeless stories entitled "Adventures At School," "A Day At The Park," and "A Visit to the Photographer." New stories are added monthly.

Parents may want to save stories featuring their children by inserting the printed out pages into plastic sheet protectors and storing them in any standard 3-ring binder. This makes it easy for kids to add their own drawings or family pictures to the stories.

The Specialness of Christmas



Lined up to see Santa is third grader, Odalis Matista, who is telling Santa, Wendell Harris, that it's her birthday.

This was the fourth year that the Nubian Santa arrived at the Alexander School in Newark. As usual, Larry Kee, who initiated the idea of Nubian Santa, collected toys from the employees of the New Jersey Highway Authority and made sure that Santa's sack had gifts for each of the 47 Project 2000 third graders. The Authority operates the 173-mile Garden State Parkway. Mr. Kee is the New Jersey Highway Authority's Area Traffic Manager.

On December 17, Santa arrived in the classrooms of Mrs. Elizabeth Coker-Bryant and Mrs. Diana Freeman to deliver the presents. The new principal, Ms. Diamond Navarro, was caught up in the holiday spirit. She noted that the Project 2000 kids were the highest scorers in the school on the achievement tests.

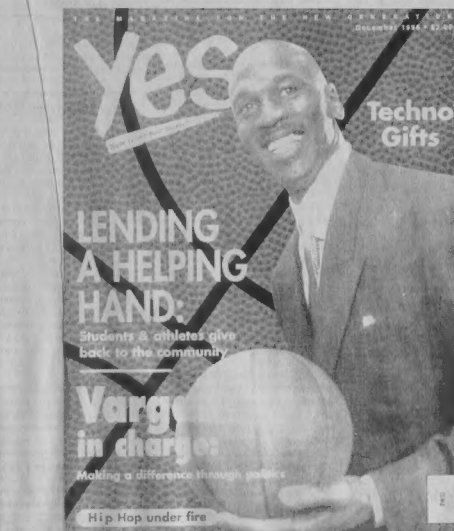
Perhaps the specialness of the

day was noted by Odalis Matista. It was her birthday. When she opened her gift, she oohed and aahed to find something special. It was a Michael Jordan's Space Jam towel set. However, Yashima Moore walked on air when she received a Songbird Barbie Doll and Sincere Lawson immediately let everyone know that he liked his sister most.

Wendell Harris, Parkway toll collector and teacher assistant in Project 2000 played Santa. In addition, helping Santa were Parkway employees, L. A. Hernandez, Arthur Weintraub, and Lawrence Taylor of Eastern State Prison.

Ms. Freeman took note of Earle Jackson who opened both of his presents very carefully. Upon viewing them, he asked her to wrap one as a Christmas gift for his little brother. Somehow, the specialness of that thought told Ms. Freeman that she had another successful year with her children.

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ARTZ WEDNESDAY

BillBoard

THURSDAY, DECEMBER 26
NEW YORK—Manny's Car Wash, a blues club, presents Josh Smith and the Rhino Cats. For more info call 212-369-BLUE.

FRIDAY, DECEMBER 27
NEWARK—A Kwanzaa festival will be held at Symphony Hall, featuring music and dance. For more info call 1-800-JERSEY-7.

THRU DECEMBER 28
NEW BRUNSWICK—Sing A Christmas Song will preview at the George Street Playhouse, 9 Livingston Ave. For ticket info call 908-246-7717.

THRU JANUARY 5
NEW BRUNSWICK—Crossroads Theatre presents The Rhino Cats. For more info call 908-246-5551.

BROOKLYN—The Billie Holiday Theatre presents Acres of Diamonds. For more info call 718-636-0918.

MONDAYS THRUOUT DECEMBER
CHERRY HILL—Big Band Jazz at the Cherry Hill Hilton every Monday, featuring "The Rhythm Machine," a sixteen-piece band. Doors open at 7 p.m., and the show begins at 8 p.m. The Hilton is located on Rt. 70 opposite the Garden State Raceway. For more info call 609-655-6666.

DECEMBER 23-24
NEWARK—Kwanzaa Holiday Expo at the Newark Symphony Hall Terrace Ball Room. For tickets and vending space call 908-755-0625 or 201-624-2105.

WEDNESDAY, DECEMBER 25
NEW YORK—Covenant House New York sponsors free holiday meals for the homeless at Times Square, 460 West 41st Street from 1:30 p.m. to 4:45 p.m. For more info call 212-613-0330.

THRU DECEMBER 27
WOODBRIDGE—The Barron Arts Center will host an exhibition entitled "Trains, Trolleys and Tracks," a display of model trains curated by Michael Gelshteyn. For more info call 908-634-0413.

SUNDAY, DECEMBER 29
NATIONWIDE—THE NATURE channel will offer the television show "Designed for Living," a program on structures built by animals — from bird nests to mouse tunnels. The show will air at 8 p.m.

MONDAY, DECEMBER 30
NEW YORK—Manny's Car Wash, a blues club, presents The Duke Robillard Band. For more info call 212-369-BLUE.

THROUGH DECEMBER 31
MONTCLAIR—The Montclair Art Museum's American and Native American collections will be on display in "Reflecting America: Highlights from the Permanent Collection." For more info call 201-748-5555.

NEW YEAR'S EVE
NEW BRUNSWICK—Celebrate New Year's Eve in style at The State Theatre with the timeless music of Irving Berlin in the play *Puttin' on the Ritz* at 8 p.m. For tickets call 908-246-7469.

THROUGH MARCH 23, '97
NEW YORK—The Museum of the City of New York presents "Back in the Days: East Harlem Old and Young," a New York City Community Gallery Exhibition. For more info call 212-534-1672.

THROUGH MARCH 30, '97
PHILADELPHIA, PA.—"Moments Without Proper Names," an exhibition of 511 black and white photographs by Gordon Parks at the Afro-American Historical and Cultural Museum. For more info call 215-574-0380.

*Seasons
 Greeting to
 all. May the
 New Year
 bring with it
 great gifts of
 love, hope and
 happiness.*

Tribute to Dr. Martin Luther King Jr.

A unique musical extravaganza will take place on Tuesday, January 21, 1997, 7:30 p.m. at the Union County Arts Center in Rahway. As part of a celebration commemorating the birthday of the late Dr. Martin Luther King, Jr., the Union County

Office of Cultural and Heritage Affairs has joined hands with the African-American Jewish Relations Committee of Central New Jersey and the Jewish Community Relations Council of the Jewish Federation of Central New Jersey in sponsoring a musical tribute entitled, "Keeping the

Dream Alive: A Musical Tribute to Dr. Martin Luther King, Jr." New Jersey Secretary of State Lonna R. Block is Honorary Chairman of this commemorative event.

This free performance, which is both educational and entertaining, will feature noted musician/educator, Yusuf Abdul Ali, and the One World Orchestra and Chorus. They will perform an original work composed by Mr. Ali entitled, "One World Suite," arranged and conducted by pianist John Colanni. "This music is unique in that it explores the commonalities in the rich musical traditions of the African American and Jewish cultures," stated Mr. Ali.

The orchestra will feature musicians from the acclaimed William Paterson College Jazz Ensemble and the Elizabeth High School Orchestra conducted by James Finnen. A combined chorus includes the Elizabeth High School Gospel Choir, the William Paterson College Gospel Choir, and Gospel singer and Broadway performer Tyrone Williams. Cantor Martha Novick of Temple Emanuel, Westfield will also participate. The evening showcases Harold Seletsky and the West End Klezmerim, a group that brings the joy of traditional Jewish Klezmer music to life.

For more information about the event, please contact Dr. Luis Fleischman, Director JCRC, Jewish Federation of Central New Jersey, (908) 298-8200 or Susan P. Coen, Administrator, Union County Office of Cultural and Heritage Affairs, (908) 558-2550. TTD1-800-852-7899.



Noted Musician/Educator Yusuf Abdul Ali will perform his original work, "One World Suite at the Union County Arts Center in Rahway

'BLACK GUYS' host talk show on cable access

By Michael Schneider
 Associated Press Writer

BALTIMORE (AP) — Harry Evans was struggling to come up with a name for his public-access cable show when he decided to call it what it was — a program with educated, middle-class black men talking about what's important to them. Two years later, "That Show With Those Black Guys" is seen on cable access channels in 14 cities with expansion planned in New York and Chicago.

"This isn't sensational television," Evans said. "It's Tom Snyder, except everyone is black." Evans said he wanted to produce a show that showed black men in roles other than athlete, comedian, rapper or criminal. You won't find Evans and his guests discussing O.J. Simpson.

"Our situation is so unique that when I'm dressed like this, I'm treated one way," said Evans, wearing a white shirt, dress pants and a jacket. "When I come out of this shirt and tie, I can be accepted in a whole other way. We're talking about what that's like."

Each half-hour episode features Evans chatting with attorneys, politicians, religious leaders, health care workers, musicians, local television personalities or businessmen.

Recent guests have been NAACP President Kwame Mfume, Black Entertainment Television executive Jeff Lee, Baltimore Mayor Kurt Schmoke and U.S. representatives J.C. Watts, Al Wynn and Elijah Cummings. Filmed in Elliott City, the show airs in such big-city markets as Atlanta, Baltimore, Denver, Cleveland, Los Angeles, New Orleans, Seattle and Washington.

The show is more "Oprah" than "Wayne's World" but, being cable access, its production values aren't much above those used by Wayne and Garth, the characters in the popular film.

"This is not high-technology," Evans said. "The stuff I use has been thrown away."

Many cable companies are required to set aside air time and studio space for cable access to allow average citizens to produce their own shows.

Evans' expenses are kept low since a camera and other equipment is provided by a local cable station. He pays for telephone, postage expenses and tapes. He has made 60 shows at about a \$100 a show.

Getting a show on public access channels in other markets was "difficult." Evans mailed demo tapes to the cities he wanted to expand in and lined up friends in each market to demand that the show be carried by their local cable channel. He de-

pended on alumni from his fraternity, Alpha Phi Alpha, to vouch for his show in their cities.

"The fact that it's so widely distributed is more evidence of Mr. Evans' gift for promotion," said Jack Foley, public access coordinator for Howard County, which gave Evans a \$200 grant in 1994 to get the show started.

Many markets, such as Los Angeles, have several public-access cable stations and Evans had to approach at least three stations there before his show was aired.

Evans says he does well against many talk shows and prime time programs but has a tough time against shows such as "Mo'Nsta" and "Monday Night Football."

"Put me against 'Seinfeld,' 'Friends' and the news and I have a chance," he said.

Pat Clifton, a production coordinator for Continental Cable in Hollywood, Calif., said it's impossible to

determine how many people view "Black Guys" since no track cable access shows.

But Foley said the show likely has a limited audience.

"It seems to be aimed at a relatively small audience," he said.

Growing up in Los Angeles, Evans' only previous experience in television was an appearance on "The Dating Game" in the 1970s. Evans, 40, bounced from colleges in Los Angeles and Delaware before coming to Maryland. He currently works for the State Department of Family and Children's Services as a rights advisor for children with emotional problems.

But Evans said he would jump at the chance to make the television show his fulltime job.

"I want to totally master cable access," he said. "I want to become the predominant African-American face on public access."

News Year's Eve Swings With Latin Jazz in New York



New York — For those who want to "Rumba" this New Year's Eve, the Empire State Ballroom at Manhattan's Grand Hyatt Hotel is the only place to be. Guests will dance to the sizzling music of Tio Puenté and his Latin Jazz Ensemble, and the romantic jazz tunes of the James Moody and Larry Goldings Trio at the ninth annual Cognac Hennessy/WBGO New Year's Eve Gala.

Puenté, a legendary jazz artist whose career spans over 50 years, has earned four Grammy's, honorary doctorates, featured roles on television and film and countless world wide appearances.

"I pride myself on being one of the few band leaders who really knows how to dance," says Puenté, who began his music career as a singer and dancer when he was a child.

Saxophonist James Moody and Jazz organist Larry Goldings, performing together, will open for Tio Puenté.

Cognac Hennessy is a supporter of jazz music throughout the United

States. Its jazz initiatives include sponsorship of Grom Washington, Jr.'s national concert tour, production of the Hennessy Jazz Search, a nationally distributed publication that reaches approximately 15,000 readers.

WBGO-FM (88.3 MHz), is a 24 hour non-commercial public radio station that broadcasts jazz, blues, news and information programming. The New Year's Eve Gala is a benefit for the radio station.

Ticket prices for the event are as follows: The Gold Package (\$250). Includes a formal sit-down dinner with choice of prime rib, salmon of Cornish hen, unlimited cocktails, champagne at midnight. Party favors, coat check, tax and gratuity. The silver Package (\$175) includes all of the amenities listed above except dinner, for reservations and further information, call (201) 643-4303.

The Grand Hyatt Hotel is located at 42nd Street at Park Avenue next to Grand Central Station in Manhattan.

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Saturday, December 28, 1996

9:00 p.m. - 4:00 a.m.

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Business Calendar

TUESDAY, JANUARY 7, 1997
SOMMERVILLE—You're invited to attend a monthly Networking social from 8:30-7:30pm at the Somerset Valley Y.M.C.A. Call (908) 725-1552

MONDAY, JANUARY 13
NEW BRUNSWICK—The Middlesex Chapter of the New Jersey Association of Women Business Owners will hold its chapter dinner meeting at the New Brunswick Hyatt Regency at 6:15 pm. Reservation for this dinner meeting are due by January 9. For more info call 908-490-6980.

JANUARY 16, 1997
Somerset County Chamber of Commerce is hosting a small business council breakfast forum from 7:45-9:30 am. The theme of the breakfast is "The things I thought I was doing right. For more information call (908) 725-1552

TUESDAY, JANUARY 21, 97
RARITAN—The Tribute to Women and Industry (TWIN) Program of Central New Jersey announces its "Women in Management" discussion group series. The Ortho McNeil Pharmaceutical discussions group on the topic "Issues Affecting Women in a Global Corporate Environment" will be 1000 U.S. Highway 202. Registration is required. For more info call 908-756-3636

Assembly OKs bill for small businesses

TRENTON, N.J. (AP)—The Assembly recently passed a bill to lower tax rates for small businesses.

Tax rates for firms classified as "subchapter S" corporations are calculated by a complex formula subtracting the ordinary income tax rate from the 9 percent corporate tax rate.

The bill would set a firm rate of 2 percent for S corporations earning about \$100,000 and 0.5 percent for firms earning less than \$100,000. The current formula sets rates in 1996 of 2.63 percent for the larger S corporations and 1.3 percent for those earning \$100,000. The bill also sets the rate for S corporations at 0.5 percent.

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Tiger Woods joins Sports celebrity owners

LAS VEGAS (AP)—Golfing sensation Tiger Woods has added a new title to his resume — restaurateur.

Woods was introduced Saturday night as the newest sports celebrity partner in the Official All Star Cafe. Hundreds of fans jammed the chilly Las Vegas Strip as numerous celebrities turned out to formally open the third sports-oriented restaurant and bar. Other locations include New York City's Time's Square and Cancun, Mexico.

Tennis great Andre Agassi appeared before hometown fans with fiancée Brooke Shields and introduced Woods, saying he would take Las Vegas by storm "when he turns 21."

Sports partners in the restaurant chain include Agassi, Wayne Gretzky, Ken Griffey Jr., Joe Montana, Shaquille O'Neal and Monica Seles. Griffey, Montana, O'Neal, Agassi and Seles were joined at Saturday night's game opening by actors Charlie Sheen, James Caan, and Tom Arnold, and All Star Cafe President Robert Earl and Chairman Keith Barns.

The Las Vegas restaurant features the outfit's Woods wore at the Greater Milwaukee Open, his first professional tournament, and at the Las Vegas Invitational, where he won his first professional tournament.

The restaurant also features memorabilia and equipment worn by current and past sports superstars.

Other cities slated to open Official All Star Cafe restaurants in the coming months are Atlantic City, N.J., Myrtle Beach, S.C., Orlando, Fla., Southfield, Mich., Chicago, Ill. and Melbourne, Australia.

CORPORATE FORUM

News from the Council of Action for Minority Professionals, Inc. (C.A.M.P.)

On behalf of the Council of Action for Minority Professionals, Inc. (C.A.M.P.), we would like to bid you a warm and an appreciative welcome to an overview of our organization.

Founded in 1983, the Council of Action for Minority Professionals, Inc. (C.A.M.P.) is an organization of devoted managers and associates in Bell Atlantic, New Jersey, dedicated to promoting individual growth and development for its members and to providing an avenue of exchange between its members and Bell Atlantic's corporate management. C.A.M.P.'s mission is to educate its members on

how to succeed within a corporate environment via general membership meetings and via the Consortium of Information and Telecommunications Executives, Inc. (C.I.T.E.) conference developing the development of organizational workshops and seminars.

In addition, we are committed to supporting our communities by our annual scholarship awards distributed to urban high schools students. Our annual toy drive which is distributed to the battered women's shelter in the Mercer County area and the University of Medicine and Dentistry of New Jersey (UMDNJ) for children afflicted with lead poisoning, and

on an on-going basis, a clothing drive which is divided between the homeless and the battered women's shelter.

Through the years, C.A.M.P. has provided the vehicle for strengthening the development of organizational and leadership skills by becoming members of various organizations, such as: Consortium of Information and Telecommunications Executives, Inc. (C.I.T.E.); the National

Association of Black Telecommunications Professionals (N.A.B.T.P.); National Association of Minorities in Cable (N.A.M.C.); and the National Hispanic Employee

Association (N.H.E.A.). In partnering with these organizations, C.A.M.P. believes and understands that collectively we possess the experience, skills and level of education necessary to be change agents as Bell Atlantic forges toward excellence through diversity.

We endeavor, therefore, to build and secure the platform within Bell Atlantic on which boundless cultural diverse ideas, products and services can be offered to an increasingly multi-cultural customer and employee base.

FROM THE OFFICE OF THE PRESIDENT MAURICE BROWN



As president of the Council of Action for Minority Professionals, Inc. (C.A.M.P.) I first Corporate Report welcome you to the 2nd edition of the Corporate Report.

As the first anniversary of the Million Man March passed, I began to reflect on the "forgotten" in corporate America, Yes, the "forgotten". These are the African-Americans caught in the bitter struggle to survive in corporate, but are thought to be okay. It's successful and for some reason wealthy. While the March in Washington D.C. included African-American males from all walks of life, after the march appeared to focus on both brothers and sisters in the neighborhood, one group is forgotten, but equally essential is the "grass", the survivors if you will, in corporate America.

Many of us (as products of affirmative action in corporate America) enjoyed the "good life" of the '70s and '80s and forgot about from whence we came. Instead our main interest became the house in the suburbs with the two-car garage, our 1.5 children, our lawns and our "beams". We became saturated in our own self-gratification called apathy. Many of us did look back at our less fortunate brothers and sisters. We looked back, but unfortunately that's all we did—look. While affirmative action and civil rights opened a narrow window of opportunity, the window is beginning to close on our fingertips and we are backpedaling into the future. State of us are our paycheck away from being homeless and understand the phrase, "But for the grace of God, there go I". Like the prodigal son, we return home—to our "roots"—to our people.

But, does the "grassroots" community forgive and forget, or do they level in the anguish that has befallen their corporate soldiers and expectant the diviseness that swells our ranks as a people? Lightskin, darkskin; long hair, short hair; educated, uneducated; urban, suburban; management, non management; rich or poor, house versus field. We must begin to shed these psychological veils of very and begin to recognize that we must no longer become our own worst enemy.

We are better than this though sometimes we just need to take the time to be more accountable to ourselves, and recognize the parameters that bind us. The time is at hand for us to reach back and lend a helping hand. The struggle is in both worlds and only by uniting can we take a global perspective and begin to isolate and eradicate many of the problems that beset us as a people.

The C.A.M.P. organization understands many of the "community" concerns, because we ourselves are the community. However, there are some concerns that cannot be addressed if we are to understand the full magnitude of our plight. Issues regarding the glass ceiling, training and development, assimilation, profiles and mentorship.

I believe America is the greatest country in the world, but there is still racism and while many us feel corporations are the best places to work—we must be truthful, here too there are problems. The C.A.M.P. organization along with the Allstate organization has begun to build bridges to allow for the manifestation of partnership that will foster unity.

C.A.M.P. has developed alliances with organizations such as the NAACP, the Urban League, the National Hispanic Employee Association, Black Issues Convention, the Million Man March local organizing commit

REPORTS COMMUNITY RELATIONS NORTH/SOUTH...

LONNEICE WEISEMAN & KATHY HORNSBY

...It gives me great pleasure to introduce to our readers Community Relations North and South. I first became a member of Community Relations North and South in 1992 and was a recipient of a C.A.M.P. membership award for her dedication in helping to establish Community Relations South.

One year later she became the chairperson of Community Relations South. In her short time as chairperson, Kathy has gotten four members fully certified at Helen Fuld Hospital, increased the active membership on the committee and continues to surpass the clothing drive collection objective. She has also continued to C.A.M.P. recruitment days which included free lunch with an opportunity to visit with C.A.M.P.'s president, Maurice Brown and learn more about the organization. The events were held in Ewing and Mt. Laurel. On August 17th, for the first time in the history of C.A.M.P., Community Relations South hosted a picnic for the entire organization, with the support of Community Relations - North.

Kathy has 26 years with BA in Public-Operator/Services and is currently getting an Office Administration education at the Citicore Institute, attending classes four nights a week.

Charlotte Elam
 Public Relations-Chair

FROM RODERICK SCOTT, TREASURER

The C.A.M.P. 1996/1997 Executive Board is comprised of twenty one positions and committees. Public Relations will go in depth with each of the positions and committees in the "CAMPUS" column. We will bring to our readers an insight on the executive board members and their committees along with what role these committees play in the organization.

Efforts to Harness Minority Dollars

Continued from page 1

back, they're portraying their return as a win-win situation for the community and the business. Many talk about a new commitment to the communities they have abandoned and ask for minority consumers' commitment to them in return.

"Companies are realizing there are a lot of Good Samaritan aspects by returning to the inner cities, and some are even wondering why they didn't do sooner," said Dr. Audrey Gasky, a marketing expert and professor at Duquesne University. "It helps give a community by adding energy and a spark, but it's also a very lucrative opportunity."

"And many companies now realize to get loyal customers and keep them is more important than trying to find new customers," she said.

It's the individual touches that seem to matter most for successful urban experts and marketing copywriters.

Sears, for example, says a line of clothes called African Village that are designed specifically for black women, with larger sizes and brighter colors. Merchandise at some stores also is tailored to meet the needs of the majority of the clientele, which might include smaller sizes for Hispanic and Asian women and rice cookers for populations with a heavy Vietnamese presence.

Others are going even further,

Dollar General Corp. recently worked with the Columbia, S.C., Housing Authority to open a third store near a public housing project, with residents working in those stores. The Nashville, Tenn.-based chain also requires public housing residents working for them to take literacy training programs.

"Our whole company culture is enhanced by these things," said Cal Turner, the company's chairman.

"My secret here is that other companies, other executives will see in this a challenge for them to figure out how to leverage what their business does for the greater good," he said.

Doing more now might provide for a bigger payoff down the road. The Census Bureau projects the minority population will grow at a much faster rate than the white population through the year 2020.

The agency said whites by far will make up the largest number of Americans, although not as big a percentage as they do today. The percentage of the population that is white will shrink by 2020 to 78.2 percent from 83.3 percent.

Immigration and rapid population growth are expected to increase the nation's largest minority group, Hispanics, to 15.7 percent of the population. Blacks will be the second largest minority at 13.9 percent, with Asians and Pacific Islanders at 6.9 percent.

Targeting minority markets is a learning experience for many Fortune 500 companies. Many stereotypes have been proven wrong, particularly about their and a lack of work ethic in hiring people from the neighborhood. Corporate executives say. Even more, they hold beliefs about cultural preferences have not been accurate or can vary from region to region, they've found.

To help correct those mistakes, companies such as Colgate-Palmolive Co., Ford Motor Co. and The Quaker Oats Co., often turn to advertising firms that specialize in marketing to blacks, Hispanics and Asians.

The changing face of America also has executives scrambling to train minorities for jobs in the 21st century. In Illinois, executives from AT&T and Ameritech Corp. sit on a committee examining ways to keep students in high school and to interest them in high-technology fields.

Bozell Worldwide, the nation's 11th-largest advertising firm, began working in September it had formed a partnership with Chicago sports and entertainment marketer Stadium Gram to target the \$324 billion black consumer market.

The partnership, called Graham Gregory Bozell, hopes to not only target blacks for marketing, but train them with the help of black businesses and colleges to enter mainstream jobs.

Community leaders to be honored

Five community leaders will be honored by the Middlesex County Regional Chamber of Commerce at their "Community Leaders of Distinction" executive luncheon on Dec. 19. They are: Dr. Arnold H. Rosenberg, an oral-maxillofacial surgeon in New Brunswick and chairperson of the Board of Trustees of The University of Medicine and Dentistry of New Jersey; Christian C. Kjeldsen, Vice President, Corporate Staff, for Johnson & Johnson and Chairman of New Brunswick Tomorrow; Bernie Cohen, General Sales Manager at Enclon-Nissan and Secretary of the Board of the Middlesex County State Foundation; Linda Greenfield, owner of Greenfield Jewelers, who is a moving force in the New Jersey Association of Women Business Owners; and Multiple Sclerosis Society and N.J. Special Olympics; and Monsignor Francis J. Crupi, Pastor, St. Mary's of Mount

Virgin Church, New Brunswick and a founding member of the New Brunswick Human Relations Committee.

This year's recipients were selected based on their dedication to community service, commitment to helping others, leadership and expertise.

For further information 908-821-1700.

1996 KWANZAA SUPPLEMENT

THE SPIRIT OF KWANZAA



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There was a day when the symbols of Kwanzaa argued over who was most important. The Mazao boasted, "We crops represent the first fruits of the harvest." The Mkeka objected, "I am the mat you are all placed on as a cultural foundation."

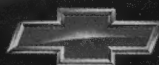
"Nonsense," said the Kinara. "As candle holder, I point back to the original African ancestors." The Mishumaa Saba were incensed.

"We seven candles reflect the Seven Principles, from Unity to Faith."

"But without corn," insisted the Mubindi, "there is no hope for the future through children." The Zawadi bragged how gifts represent the fruits of the parents' labor.

"Stop!" Kikombe cha Umoja, the Unity Cup cried out. "What's most important is that we all work together." On this they all agreed. Chevrolet® respects the values and the importance of Kwanzaa.

Harambee



Chevrolet/Geo

MATEL "Matt" DAWSON

The Living Spirit of Kwanzaa



Matel Dawson being honored at the National Urban League Awards dinner for his compassion and generosity.

Recently, the Urban League honored Matel Dawson, Jr., a man who is the quintessence of the Seven Principles of Kwanzaa. His unselfish acts of generosity and compassion are more than deserving of the awards and accolades currently being bestowed upon him. His story is remarkable.

Matel "Matt" Dawson, Jr.'s favorite pastime is giving away money. Mr. Dawson, 75, a salaried worker for the Ford Motor Company for the past 56

years, has given away more than \$800,000 to colleges, universities, churches and individuals. The United Negro College Fund; his church in Detroit, the People's Community Church; his family's church in his native Shreveport, LA; the Damon J. Keith Collection of African-American Legal History at Wayne State University; the NAACP and various community colleges have benefitted from his generosity.

Last Spring, Mr. Dawson, who quit school in the ninth grade to help support his family, donated \$200,000 to Wayne State University to fund four-year scholarships for three students a year. The Matel "Matt" Dawson Jr. Endowed Scholarship will be awarded without regard to race, gender or religion. "I'm just delighted to be in a position to contribute to higher education," Mr. Dawson said when the university announced the gift, and awarded him with an honorary Doctor of Humane Letters. "I did all this by the grace of God and the Ford Motor Co." Mr. Dawson said he chose Wayne State because it's in his transplanted home of Detroit and is a growing university with a diverse student population.

Mr. Dawson has credited his parents, the late Matel Dawson, Sr. and Bessie Hall Dawson, with instilling in him the need to be industrious. To honor them, he has established a \$100,000 scholarship in their names at Louisiana State University to benefit three black students and three white students every year.

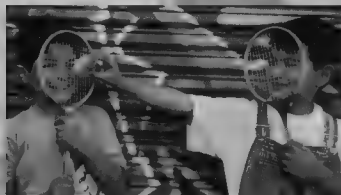
Mr. Dawson claims there's no magic to his having amassed a small fortune; this accomplishment is a direct result of working an abundance of overtime as a rigger with the power operations division of Ford and a good investment sense.

The communities and organizations that matter most to him will continue to receive his support as long as he remains healthy. "I'll take my money and do what I do - invest it in people."

We at Amalgamated Publishers Inc., hope that the actions of a hero of Mr. Dawson's magnitude will inspire the "Matel Dawson" that lives within us all. We wish each and everyone of you a Happy Kwanzaa. ▲



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Purpose

"We should make our people and communities as great as they can be. We can do this by taking care of our homes and communities and developing the skills and knowledge of our people."

With the media's daily onslaught of the negative pertaining to our children, it is like a breath of fresh air to learn about Ms. Theresa Easton and the students of CES 230/IS 229, located in the Bronx.

Ms Theresa Easton, an elementary school teacher and an avid chess player, started the chess club as a result of her two great loves - children and chess. The first of many to be inspired by her was a little boy who arrived before the start of school each day so that he could have the opportunity to learn the game of chess; a game that has proven to be a powerful thinking tool that provides its students with life-

long positive risk-taking behavior. Since that time, Ms. Easton has developed and nurtured this inner-city program; students, from kindergarten to the eighth grade, are active participants. The program's goal is to develop better problem solvers and analytical thinkers through a chess format.

The club's first national competition was in '92, "It was a memorable experience for our children" states Ms. Easton. Hard work and determination elevated their level of chess and sharpened their competitive skills earning them national recognition and respect over the ensuing years. The Club has competed and won state and national competitions; In 1996, the IS 229 chess club won the New York State Junior High Chess Championship.

Ms Easton believes, of all the pastimes, chess is



Theresa Easton and her "Chess Children" make all the right moves.

one of the most noble of games, as well as one of the most fascinating. We feel that Theresa Easton is one of the most noble of people and one of the most fascinating.

Contributions can be made to the Dr. Roland N. Patterson IS 229, 275 Harlem River Park Bridge, Bronx, NY 10453 (718) 583- 6266. ▲

Creativity



Pictured L-R: Voza Rivers, Executive Director of the Roger Furman Theatre and Mr. & Mrs. Chuck Jackson viewing a photo of Roger Furman

"We should do as much as we can, in our unique way, to make our homes and communities more successful and beautiful."

How better to enrich our communities and our lives than through the creative energies generated by local the-

atre - a vehicle by which we see our faces; hear our voices; feel our pain and garner our strength from the uniqueness of our history.

Mr. Roger Furman was the youngest set designer of the American Negro Theatre; during a time when Harlem was a veritable mecca of arts and entertainment. He worked with luminaries such as Ruby Dee and Ossie Davis. In 1964, a time of political and social upheaval, Roger Furman established the New Heritage Repertory Theater. After his death in 1983, the theatre's name was changed to the Roger Furman Theatre, honoring this man of creative vision.

The Roger Furman Theatre is the oldest non-profit theatre in New York City. The theatre operates under the adept management of Mr. Voza

Rivers, who has a meritorious track record in the entertainment industry.

The mission of the Roger Furman Theatre is to provide entertaining, informative and quality productions to the community. This marriage of theatre and community has given birth to the Educational Partnership, a collaboration with several learning institutions; the Voices of Griots, a play reading series; the Global Exchange Program, an international exchange of talent with London, Amsterdam, Tokyo and South Africa and the theatre complex, Harlem Victoria 5, located steps away from the landmark Apollo Theatre.

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If your hair has become dull, dry, falling, thinning from chemical relaxing, you can help it back to health. Enjoy the beautiful way nature intended your hair to be with just the right help from Herbal Tame. Made from herbs grown in Africa. With the Herbal Tame System, your hair maintains its' natural texture, but becomes more manageable, smoother, easier to comb and a little straighter each time you use it. Free from the chemical relaxers that dull and damage, your hair begins to exhibit a healthy shine, more body, strength and flexibility. If you choose to keep your hair chemically relaxed, Herbal Tame can be used in-between relaxing to let you use chemicals less frequently.

Try Herbal Tame on this Money Back Guarantee. Herbal Tame will improve your hair, rest it from chemicals, and let you enjoy your hair healthy and natural or your Money Back.

THE HERBAL TAME SYSTEM INCLUDES:
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No.18B
\$19.98



MAGIC Comes to you as a fluffy curl, then can be brushed straight into a boy cut style. Very lightweight. No. W159 \$39.



CALVINA Sophisticated crimped hair, curled at the ends to hold the style. Looks like your own hair. Lightweight. No. 952 \$45.

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Colors: Black, Off Black, Medium Brown, Light Brown, Dark Auburn, Light Auburn



STEPHANIE (HUMAN HAIR)
This adorable crunch style will bounce to your shoulders as you move. 100% human hair. No. H959 \$66.



ALL SWEPT UP An upsweep of curls to wear on top of your head or swept back. Holds in place with 2 clips. Soft net base is 4" x 7 1/2". No. H660 Human Hair \$42.

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Melvin Van Peebles film about a black idealist turned militant after witnessing police brutality and corruption. Rated X by an all-white jury.



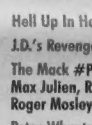
Cornbread, Earl and Me #N730
The original Boyz n the Hood! Can an 11 year old witness (Laurence Fishburne) to a police cover-up must the courage and integrity to set the record straight. 1974



Black Voodoo #P111
Nurse Sherri's body is possessed by the evil spirit of a religious fanatic and the rush is on to exhumate the body. A classic thriller from the '70's.



Black Mama, White Mama #7229 ©1973
Two sexy women are locked up naked in a jungle prison. It's a chain-rattling, bullet-dodging adventure and they'll do anything to escape. Pam Grier Also Available: Coffy #7304



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Please send me a beautiful plush "I LOVE YOU BEAR" at \$34.95 (+ \$5.95 s/h = \$40.90 total).
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Make checks or money orders payable to Pedal Ent. or
Bill to my: ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER
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(PLEASE WRITE ALL INFORMATION CLEARLY)
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45 West 45th Street #201 NY, NY 10036
(Florida orders add 6% sales tax)

FREE PENDANT 14K GENUINE 20" NECKLACE

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\$19.95 EACH SET
When You Order 2 or More

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FOR OVER \$40

Designer Figaro Chain 4.3

#BA1

"THE MOST POPULAR CHAIN IN THE WORLD"

MONEY-BACK & LIFETIME GUARANTEE

Approx. Actual Size

Included:
FREE Full-Color Discount Jewelry Catalog
AND A \$5 GIFT CERTIFICATE

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☐ One 20" Necklace with FREE Pendant #_____ for only \$21.95 plus \$3.05 S&H. Total ONLY \$25.00

☐ Two 20" Necklaces with FREE Pendant #_____ and FREE Pendant #_____ for only \$39.90 (\$19.95 each) plus \$5.10 S&H Total ONLY \$45.00 (SAVE \$5)

☐ Four 20" Necklaces with FREE Pendant #_____, FREE Pendant #_____, FREE Pendant #_____, and FREE Pendant #_____ for only \$79.80 (\$19.95 each) plus \$7.20 S&H Total ONLY \$87.00 (SAVE \$13) (For more than four, please use separate sheet)

☐ NO, I am not ready to order at this time, but please send me a catalog. (fill out below)

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Make check or money order payable to Sunshine Jewelry or charge to my:

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First Name: _____ Last Name: _____ Apt: _____
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THIS INCREDIBLE INTRODUCTORY OFFER MAY NEVER BE REPEATED AGAIN!
Fashioned to please men, women, and children, the exquisite designer necklace and pendants shown here, at introductory wholesale prices are only a few of the 7,000 fabulous gifts available from Sunshine Jewelry. Created from sheets of GENUINE SOLID 14K GOLD and precision crafted to last a LIFETIME, Sunshine Jewelry will never tarnish or lose its golden brilliance. Years of perfection guarantees you designer jewelry of unequalled beauty and durability.
You will receive your FREE Sunshine Jewelry Discount Catalog (full-color- \$5 value) with each order, showcasing beautiful jewelry for the entire family. This exclusive, yet affordable collection includes bangles, chains, charms, rings, bracelets, anklets and more!
Your 20" necklace and FREE pendant (more than \$40 value) will be shipped by first class mail and comes with a LIFETIME GUARANTEE. AND A \$5.00 GIFT CERTIFICATE.

MONEY-BACK GUARANTEE

If you are not absolutely satisfied, return jewelry within 30 days for a full refund (excluding shipping & handling).

Sunshine Jewelry, Dept #6AM01, C/O API, 45 West 45th Street, #201 New York, NY 10036

by Marie Moore

"Continue believing with all our hearts in the worth of African-Americans. We believe in the struggle towards victory, and we are living examples of persevering with faith in our hearts."

When the Reverend Al Sharpton snatched the steak knife plunged in his chest two inches from his heart five years ago in Bensonhurst, Brooklyn, he no doubt was struck with a sense of faith and continued belief that his time was not over. He had much more work to do in the struggle to be victorious over all his adversaries and staunch

IMANI

Faith

opponents of freedom for all.

Cornell West once said he was always impressed by Sharpton's perseverance and courage. Sharpton told a group of students at John Marshall High School in Rochester several years ago, "Everything I always tried to do, they laughed at. That laughter made me harder. You have to believe in yourself and stand by yourself and trust yourself. Ignorance is easy. It's easy to talk bad. The hard thing is to try to lift yourself up."

When one prominent former elected official dismissed Sharpton's political prospects during the

senatorial race, by saying that the next generation of Black leaders will come through more traditional political backgrounds, those words soon came back to haunt him.

The support that Sharpton received from that election has been the impetus making him run for mayor.

This struggle of Sharpton began in the crib when he was a newborn in the hospital: "I yelled when I was wet I yelled when all those little Black bourgeois babies stayed dignified and quiet. I learned before I got out of the maternity ward that you've got to holler like hell sometimes to get what you want." ▲

YOUTH LISTINGS

"Education is our passport to the future, for tomorrow belongs to the people who prepare for it today." - Malcolm X

The following is a list of national organizations that are supportive to our youth nationwide. You can help! - JOIN - DONATE - or - VOLUNTEER -



Photo by Images On Demand

Children's Defense Fund
25 E Street NW
Washington, DC 20001 - (202) 628-8787

Nat'l Assoc. of Police Athletic Leagues
200 Castlewood Drive
North Palm Beach, FL 33408 - (407) 884-1823

Nat'l Youth Employment Coalition
1001 Connecticut Ave. NW

Washington, DC 20009 - (202) 659-1064

Nat'l Black Youth Leadership
250 West 54th Street
New York, NY 10019 - (212) 541-7600

Advocates For Youth
1025 Vermont Avenue NW
Washington, DC 20005 - (202) 347-5700

Big Brother Big Sister of America
230 North 13th Street
Philadelphia, PA 19107 - (215) 567-7000

Boys and Girls Club of America
1230 West Peach Street NW
Atlanta, GA 30309 - (404) 815-5700

The Rosa and Raymond Parks Institute for
Self Development
65 Cadillac Square
Detroit, MI 48226 - (313) 965-0606

City Kids Foundation
57 Leonard Street
New York, NY 10013 - (212) 925-3320

Girls, Inc.
30 East 33rd Street
New York, NY 10016 - (212) 689-3700

Jackie Robinson Foundation
3 West 35th Street
New York, NY 10001 - (212) 290-8600

I Have a Dream Foundation
300 Seventh Avenue
New York, NY 10001 - (212) 736-1730

Black Family and Children's Services
2323 North Third Street
Phoenix, AZ 85004 - (602) 256-2948

Harambee Services to Black Families
1468 East 55th Street
Cleveland, OH 44103 - (216) 391-7044

Harlem Downing Children's Services
2090 Adam Clayton Powell Blvd.
New York, NY 10027 - (212) 749-3656

Homes for Black Children
3131 East 38th Street

Indianapolis, IN 46218 - (317) 545-5281

Institute for Black Parenting
9920 La Cienega Blvd.
Inglewood, CA 90301
(310) 348-1400/(800) 367-8858

North Carolina Friends of Black Children
610 West Main Street
Sanford, NC 27330 - (919) 733-9296

Black Adoption Consortium
5090 Central Highway#6
Pennsauken, NJ 08109 - (609) 486-0100

Black Adoption Placement
506 15th Street
Oakland, CA 94612 - (510) 839-3678

The Children's Aid Society
105 East 22nd Street
New York, NY 10016 - (212) 949-4800 ▲



Photo by E. Lee White

C'EST SI Bon!

When you're entertaining during the holidays, serve Pineau des Charentes (PdC), one of France's best kept secrets. PdC provides the appeal of white wine and the soul of Cognac. The PdC Classic is served by pouring 4oz. of well-chilled Pineau des Charentes in a tulip-shaped

glass. Pineau des Charentes also makes a perfectly delicious colada by pouring 3oz. PdC, 1oz. cream of coconut, 2oz. pineapple juice, 1oz pineapple chunks and a dash of grenadine. Blend with crushed ice. Serve in a goblet with a chunk of pineapple and a maraschino cherry. ▲

KWANZAA Recipes

Baked Corn

- 2 cups corn (cooked)
- 3 tablespoons butter
- 1 tablespoon onion (chopped)
- 1 tablespoon green pepper
- 2 tablespoons flour
- 3/4 cup milk
- 3 eggs (separated)
- 1/2 teaspoon vinegar
- 1 teaspoon salt
- 1/2 teaspoon pepper
- 4 tablespoons bread crumbs

Melt butter in skillet and brown onion and green pepper. Add flour gradually stir in milk. Stir until thick and smooth. Add egg yolks, corn, vinegar, salt and pepper. Fold in beaten egg whites. Top with bread crumbs. Bake 400 degrees for 20 - 30 minutes. Serves 4-6.

Pralines

- 1 cup buttermilk
- 2 cups sugar

- 1 teaspoon soda
- 1/8 teaspoons salt
- 2 tablespoons butter
- 2.5 cups pecans

In a heavy sauce pan, combine sugar, soda, buttermilk, salt and butter. Cook over high heat for 5 minutes. Stir constantly until candy reaches soft ball stage approximately 5 minutes. Remove from heat and let cool slightly. Add pecans. Beat until light and creamy. Drop from tablespoon onto waxed paper and let cool. Makes 15 - 18.

Chicken in peanut sauce

- 3-pound fryer
- Salt to taste
- 1/2 teaspoon garlic powder
- 2 tablespoons butter
- 16-ounce jar peanut butter
- 2 cups water
- 1 hot green pepper, diced

Cut the chicken into serving pieces, and

season with salt and garlic powder. Brown the chickens in the butter in a frying pan. Empty the peanut butter into a skillet or Dutch oven. Add the water a little at a time, stirring constantly until a thin sauce results. Add the chicken and the juices from the frying pan. Cover, and simmer for 1 hour, stirring occasionally with a wooden spoon. Shortly before serving, pour off 1 cup of the peanut sauce and mix it with the diced hot green pepper. Thin it with water, and boil it for a few minutes. Serve this mixture as a gravy over fluffy rice. ▲

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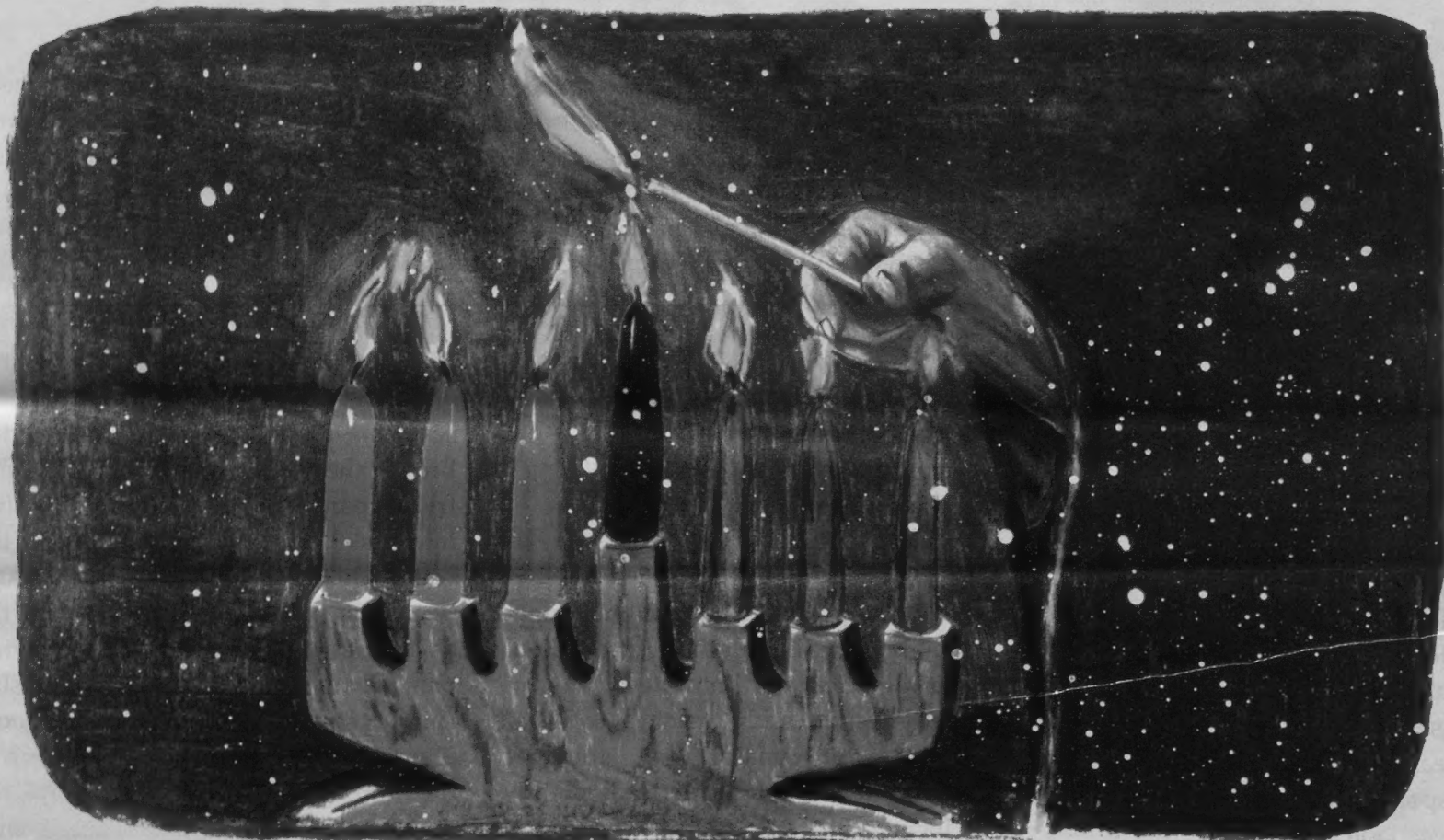
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Allum Ross Sr. (510) 638-6368
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HAPPY KWANZAA



Brown & Williamson Tobacco Corporation and its employees know the importance of our partnership with the community. It takes all of us to make our community a better place to live and work.

Improving the quality of life for the disadvantaged—socially or physically—is the number one goal of our corporate contribution program. In keeping with the spirit of Kwanzaa, Brown & Williamson supports organizations that help those who sometimes are unable to help themselves. We're helping

to make a difference through our support of groups like Dare to Care, which provides food for the needy; Clothe-A-Child, an organization that makes sure new clothing is available for school-age children in need; and Metro United Way. Our support of groups like these demonstrates our commitment to the Kwanzaa principles throughout the year.

A strong sense of community is a high priority at Brown & Williamson. It's the reason we will always be responsive to our community's needs.

HARAMBEE!



BROWN & WILLIAMSON TOBACCO CORPORATION

Our Continuing Commitment to Community Service.